



Computing, Convergence & Beyond

Fred Leung

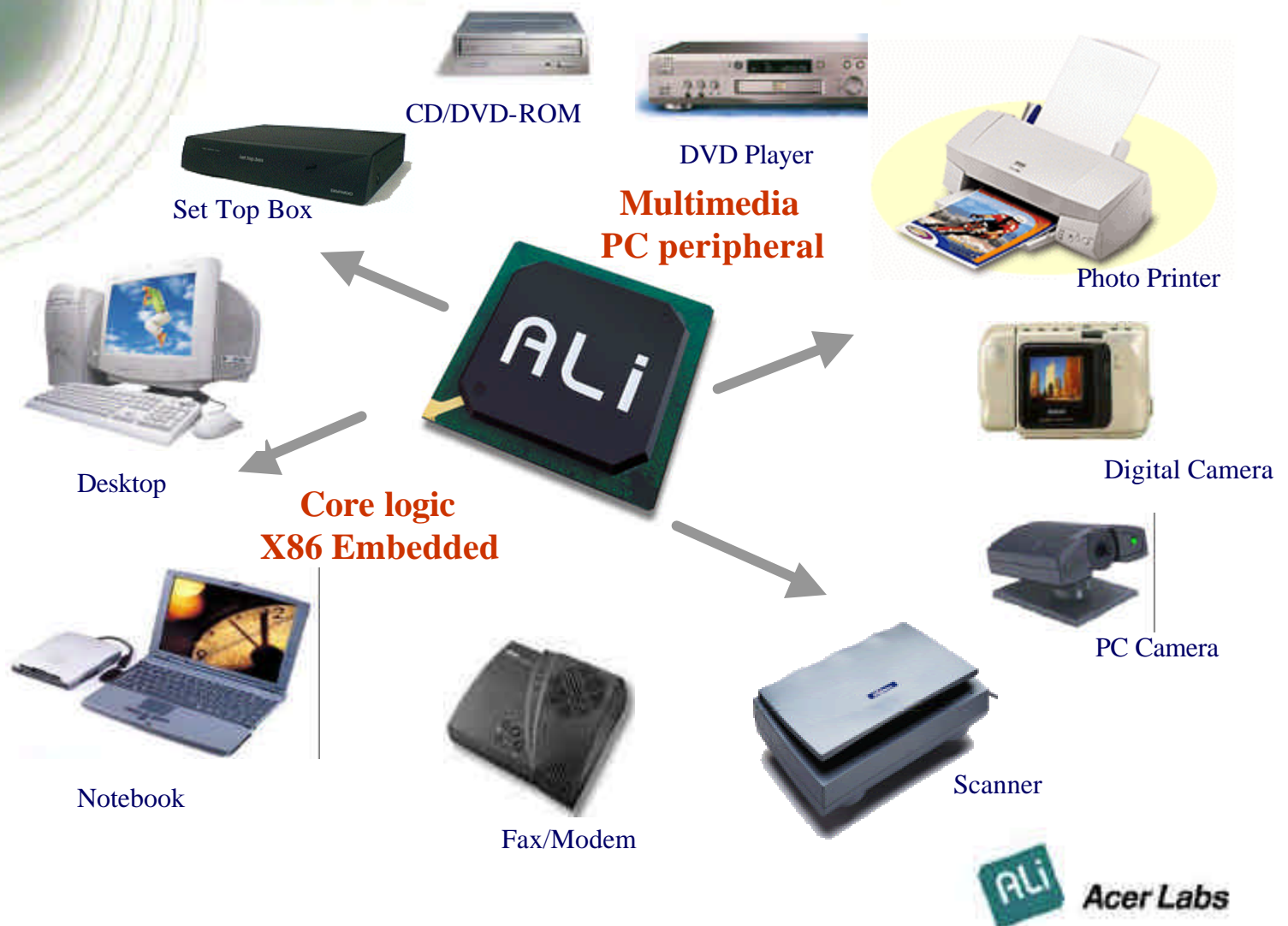
Associate VP, Sales & Marketing



Agenda

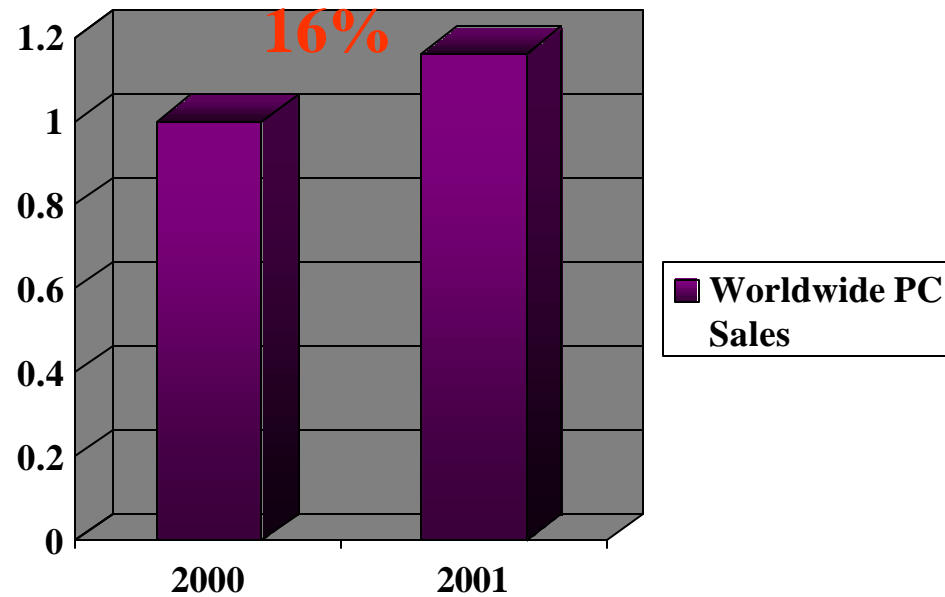
- **Company Introduction**
- **PC Market**
 - ALi's DDR Position
 - ALi's DDR Commitment
 - New Announcement
- **PC & Beyond**
 - PC / Consumer Electronics
 - Our Vision

Introduction



PC Market

- PC Market continues to be strong!!



Courtesy: Dataquest (Dec2001)

ALi's DDR Accomplishments

- **Year 2000**

- 1st DDR chipset for both **AMD & Intel** processors
- 1st DDR chipsets for both **Desktop & Mobile**
- 1st available DDR/SDR co-layout board
- 1st to measure and compare DDR/SDR memory subsystem power

- **Year 2001**

- **World 1st Portable DDR SMA Chipsets**
- **World 1st Portable DDR SMA Chipset supporting PowerNow!™ technology**

ALi's DDR Commitment

May 2000: DDR Industry Summit
ALi Pre-announced DDR chipset designs,
showed customers' commitment

August 2000: DDR Chipset Released
ALi released first Portable/Desktop DDR
chipset for Intel and AMD systems
with live demos

MobileMAGiK
ALADDiN-PRO 5M

Jan 2001:
New Announcement

Q3 2000

July 2000: Platform 2000
ALi discussed DDR chipset designs,
issues and technology.

Q4 2000

Dec 2000: Mass Production
ALi announced DDR chipset in
production

Q1 2001



What's new from ALi?

2000: DDR solution into production

Mission Accomplished!!!

2001: Introduce

**World 1st Portable DDR SMA
Chipsets**

New Announcement



- **Northbridges: M1646, M1644**
- **Southbridges: M1535, M1535+**
- **Trident XP™ graphics core**



DDR SMA Graphics Chipset

- **Price (On par with SDR)**
- **Power (Lower than SDR)**
- **DDR Unleashes the performance of Shared Memory Arch. (SMA) graphics (60+% higher than SDR)**
- **SMA chipset reduces chip counts and footprint on the board**



Portable DDR SMA Benefits

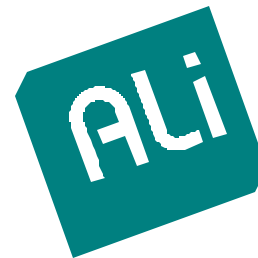
- **Sub-\$1K Notebook with mainstream Notebook performance & Desktop Gaming Graphics**
- **Affordable Generation X, Generation Y Notebooks**
 - Gaming, Multimedia, Low-cost, Internet, cool form factor
- **Low-cost Thin & Light Notebooks**
 - Small footprint, longer battery life
- **Stunning Gaming for Business Travelers**



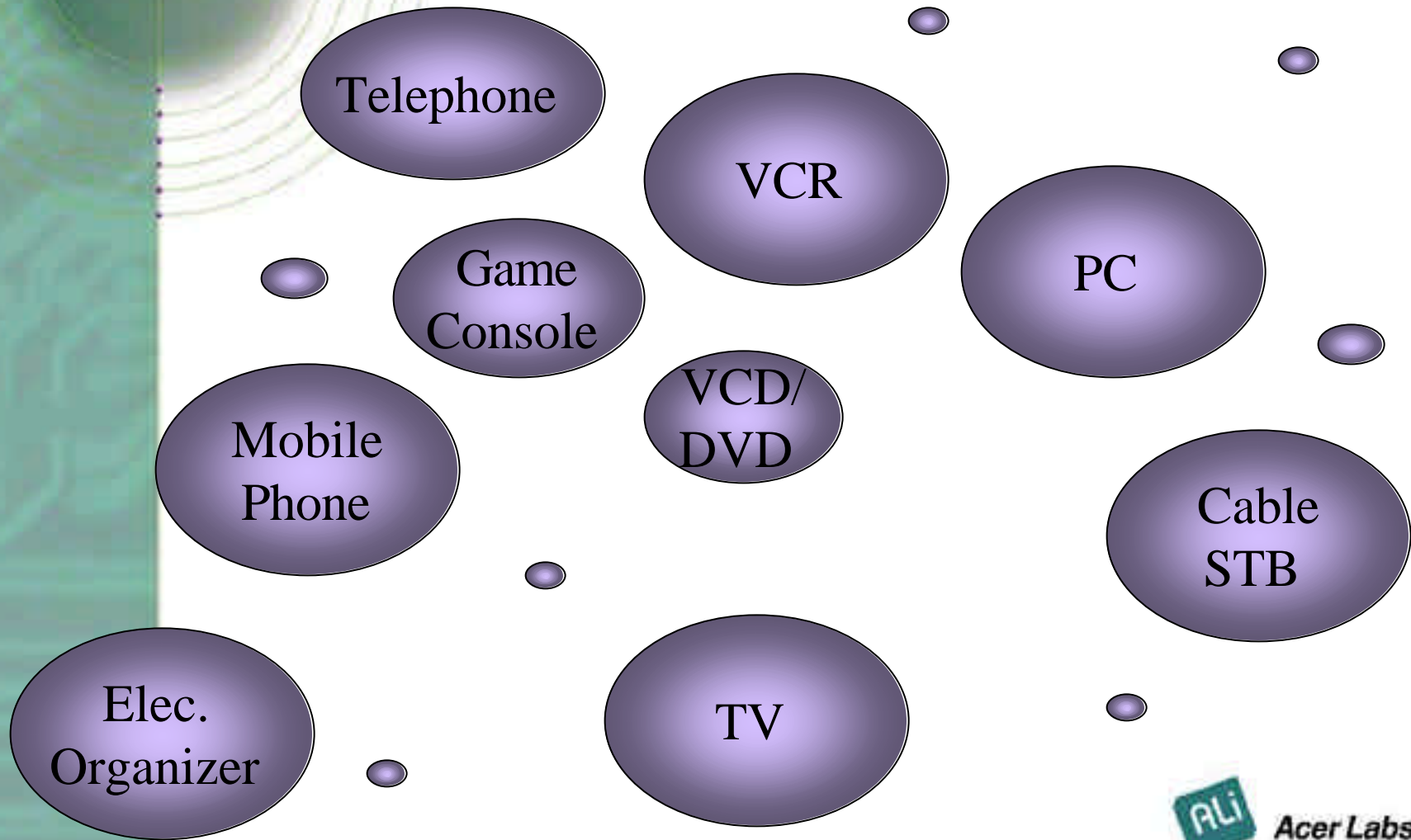
Learn more about



In our Technical Sessions
“Evolving DDR Platform”



The Pre-Internet Era



Approaches

End User Buying
Behavior

Evolution Revolution

Technology

Evolution

Revolution

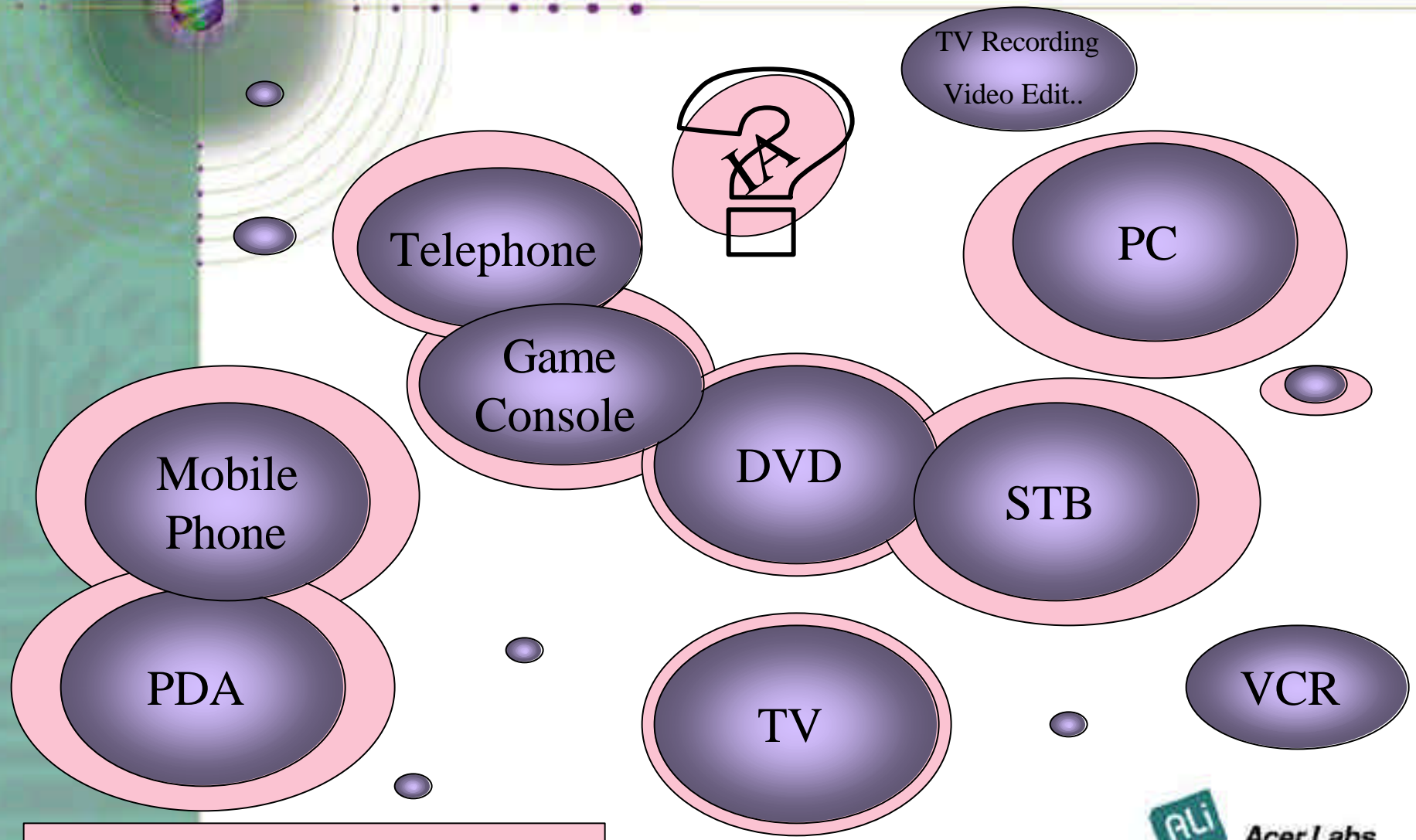
High Risk	Extremely High Risk
Lowest Risk	Low Risk



Direction we take ...

- Evolution Technology
- **EVOLUTION** End-user buying behaviors
 - hard to invent new market
 - small add-in cost for addition function
 - e.g. \$100 DVD box vs. \$110 DVD box with e-mail capability

The Internet Era... Our Vision



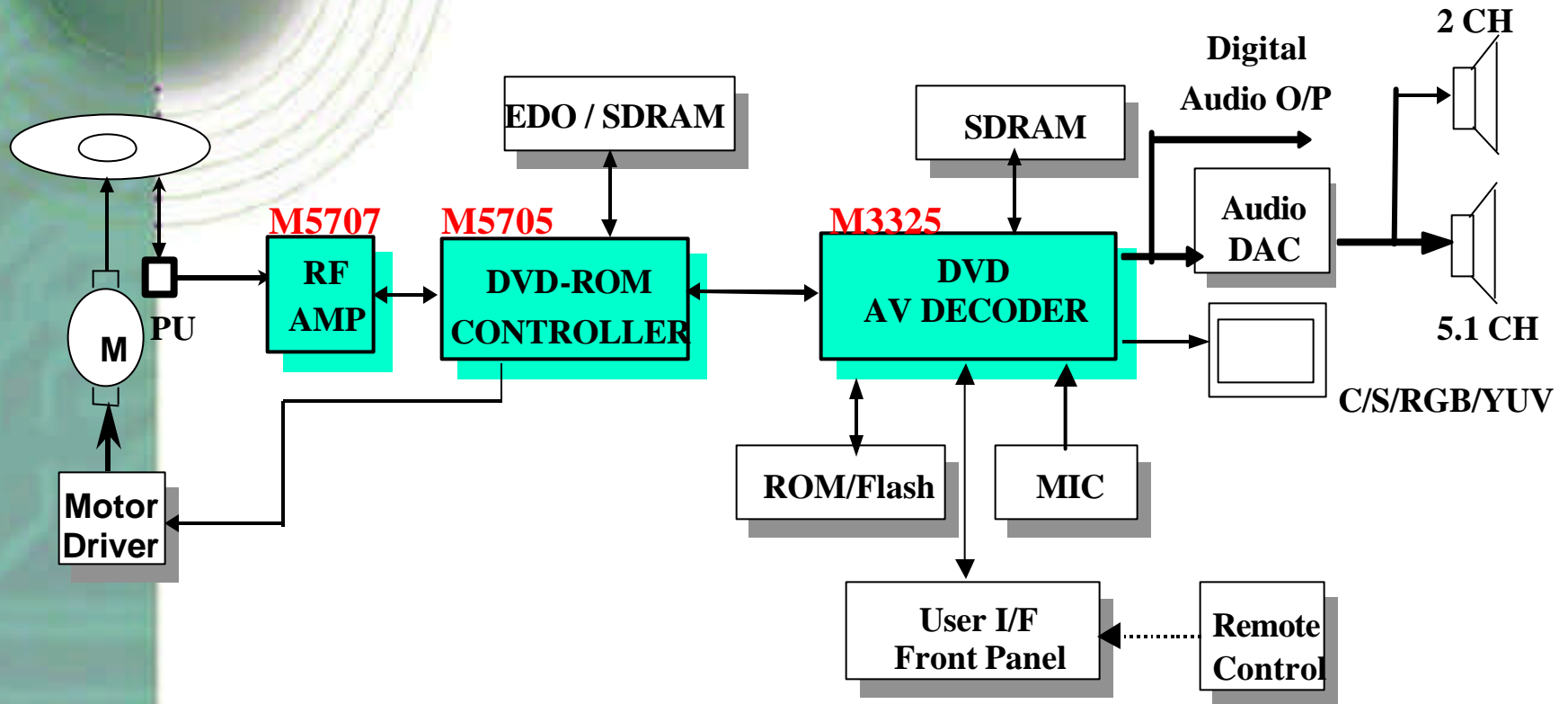
Internet Fuction: Web Browsing, E-mail, ...



Entertainment Internet Appliance

- **VCD (China), DVD, MP3**
- **Ease of use**
- **Web Surfing, E-mail, CD recordable**
- **Gaming, TV, etc.**
- **Office Organizing**
- **Digital TV recording**
- ...

ALi DVD Chipset



Servo Module

MPEG Module

Our Mission

- Continue to lead and fuel PC market



- Provide CE OEMs with cost effective ICs with Internet solutions

PC Technology

CE Technology

Entertainment Internet
Appliance





Thank You!

www.acerlabs.com

www.ali.com.tw